A Study of Digital Marketing Tools on the Satisfaction Level of Producers with special reference to ODOP in Uttar Pradesh

Short Synopsis
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Under the Supervision of

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I hereby declare that the short synopsis **"A Study of Digital Marketing Tools on the Satisfaction Level of Producers with special reference to ODOP in Uttar Pradesh"** being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in Business Administration & Business Management in School of Management Studies of U.P. Rajarshi Tandon Open University, Prayagraj, during the academic year 2022-23.

It is a bonafide record of original work carried out under the supervision of Prof./Dr. Devesh Ranjan Tripathi and has not been submitted in full or part to any other university or institute for a degree or diploma. Further, it is certified that the short synopsis is plagiarism-free and the repot has been submitted.

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ABSTRACT

The "One District One Product" (ODOP) scheme is a flagship initiative aimed at promoting indigenous and specialized products from each district of India, with Uttar Pradesh being one of the leading states in its implementation. In the digital age, marketing plays a crucial role in enhancing the reach and profitability of these products. This study explores the impact of digital marketing tools on the satisfaction levels of ODOP producers across Uttar Pradesh. The research focuses on identifying the commonly used digital marketing tools, evaluating producers' awareness and accessibility, and assessing their satisfaction based on criteria such as ease of use, cost-effectiveness, customer reach, and business growth. A structured questionnaire using a Likert scale was administered to a representative sample of ODOP producers. The data collected was analyzed using statistical tools including descriptive analysis, correlation, and regression to identify significant relationships between digital marketing practices and producer satisfaction. Findings reveal that their satisfaction levels vary based on access to digital literacy, tool effectiveness, and perceived return on investment. The study will conclude by proposing strategies to enhance digital adoption, improve satisfaction, and ultimately boost the market potential of ODOP products.

Keywords: One District One Product, marketing, digital marketing tools, producers satisfaction, traditional products.

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1. Introduction

India, a union of 28 states and 9 union territories is a sovereign, secular and democratic republic each with their own unique language, traditions, culture and religions. Not only this, India is also endowed with a rich variety of natural resources due to its varied geological structure. India is home to several agricultural and non-agricultural (including manufacturing goods) products which are region-specific and so every district of every state have products unique of its own, used in providing livelihoods and generation of income to its inhabitants.

Located at the core of India, Uttar Pradesh, the 4th largest state that aesthetically defines India. Abundant in both geographical variety and cultural richness and natural resources in abundance, it has strong potential for future development. Taking advantage of it, the Government of Uttar Pradesh has implemented the novel concept of **"One District One Product" (ODOP)** on January 24, 2018 covering its 75 districts.

ODOP programme aims to make product-specific, industrial product (traditional) hubs in 75-districts of Uttar Pradesh. This scheme would boost the indigenous industries of crafts, carpets, engineering products, processed foods, ready to wear garments and other traditional products manufactured by local, micro, small & medium enterprises (MSME). The scheme is designed to enable districts to fully realize their potential, stimulate economic and socio-cultural development, and generate employment opportunities, particularly in their nearby areas.

Concept of ODOP is similar to the Japanese model of **"One Village One Product" (OVOP)**. It was originated in **1980s** in **Oita, Japan**. The story began from a group of women who used to produce home-made biscuits for selling them in a nearby local market. Gradually the biscuits caught demand in the market and the women who were producing it, started acquiring new set of skills such as book-keeping, marketing, etc. Eventually, the quality and packaging of the product were also improved to match the expectations of customers. This practice by a group of women empowered them to be a successful entrepreneur. Then the Governor **Morihiko Hiramatsu** of Oita prefecture in Japan popularly named it as **OVOP**. Therefore, OVOP promoted competitive and staple product of an identified village to increase sales and thus, improves the living standard of the villagers. It also helped local population in generating funds, employment and regional economic revitalization.

Therefore, the objective of ODOP is to create a platform to promote and establish the brands of various districts of Uttar Pradesh to increase the production, income, employment, skills and livelihood, which in turn will uplift the overall economy of state, **a major step towards transforming Uttar Pradesh into 1 trillion-dollar economy by 2027**. To achieve this objective, the Government of Uttar Pradesh is trying to collaborate with e-commerce platforms to widen the scope of ODOP distribution, its online promotion & sales activities, publicity and creating a systematic plan to export products for national and international marketers.

2. Review of Literature

To have in-depth review of the study, I have reviewed various published research articles and annual summit reports on ODOP that have been already published over a period of 4 years:

Sl No.	Author(s)	Article Topic	Objectives	Conclusion
1	Md. Shamim Hossain and Mst. Farjana Rahman(2017)	Tools of Online Marketing.	To identify and classify the tools of online marketing.	Online marketing tools allow connecting customers anytime from anywhere. Online marketing tools are more flexible and convenience than traditional marketing tools.
2	Dr.Mrs.Vaibhava Desai(March,2019)	DigitalMarketing : A Review	This article focuses on the conceptual understanding of digital marketing, how digital marketing helps today's business.	Digital marketing holds strong potential for the long-term sustainability of products or services in today's technology-driven market, despite its advantages and challenges.
3	Udit Agarwal , Dr. Rajesh Verma(2019)	Emerging Trends in Digital Marketing.	This article offers views on some current and future trends in digital marketing.	Digital Marketing industry in India is extended to almost all the business sectors. Without Digital Marketing, businesses may fall short of creating present-day marketing strategies and hence, they may turn aimless.
4	Dr.Krunal K Bhuva & Dr. Vijay H. Vyas (Dec 2020)	A Study On Use Of Digital Marketing Platforms As A Tool For Rural Marketing In India.	Objectives of study was: 1)To study & understand usage of various digital platforms, techniques for rural marketing. 2)To study and understand impact of digital marketing in rural marketing in India.	For marketers, Digital Marketing has opened new door of development to expand their business and get competitive advantage in this cut- throat competition. Digital media and efforts to market the products/ services through online media will play a key role to gain market share in rural.
5	Roli Misra, Nagendra Kumar Maurya & Shivani Tewari (April 2021)	One District One Product(ODOP) Scheme: A Tale of 2 Agriculture Products in Eastern Uttar Pradesh.	The paper aimed to assess the ODOP scheme impact in providing sustainable livelihood by taking the agricultural products of Balrampur and Siddharthnagar districts of UP.	findings from the field survey: • The study found that this scheme has huge potential to make significant impact, especially in the rural areas, to break the cycle of low equilibrium of income & employment.

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6	Aditya P. Tripathi & Noopur Agrawal (2021)	Impact of an economic revitalization programme on export & employment generation: A case study of ODOP.	The aim was to: 1)to discuss role of economic revitalization programme,implemented in UP in 2018. 2)to analyze its effect on employment, export, promotion and economic growth of the UP from 2018-20.	This paper presents positive effect of the systematically crafted ODOP programme. For desired success, it signifies the inevitability of active participation of public.
7	Uma Shankar Yadav, Ravindra Tripathi, Mano Ashish Tripathi (Feb 2022)	One district one product (ODOP) of Uttar Pradesh: New initiative for developing Global Handicraft Index.	The objective is: 1)study agricultural handicrafts of ODOP,UP. 2)Suggest new strategies to the development of handicraft index for increasing demand & supply of handicraft products in the covid.	The study concludes: women agricultural entrepreneurs in the ODOP handicraft sector have the potential to address several issues in UP, which include improving income levels, reducing migration-related generation gaps, bridging employment gaps across India, and mitigating the various negative impacts of the COVID-19 pandemic.
8	Uma Shankar Yadav, Ravindra Tripathi, Mano Ashish Tripathi , Rajesh Kumar Shastri, Gyan Prakash Yadav (Feb 2022)	Entrepreneurial development of artisan in ODOP in Uttar Pradesh	The objective was : 1)To study artisans, entrepreneurs in the handicraft sector. 2)To study about agricultural handicrafts of UP and ODOP on women / rural & tribal people of handicraft sector. 3)Suggest new strategies and ways to the development of handicraft index for ODOP entrepreneurs for increasing demand and supply of handicraft products in the COVID 19 era.	• It can be concluded from the discussion that the ODOP initiative has the potential to address challenges such as income, migration, and unemployment in India. Additionally, it can help mitigate the economic impact of COVID-19 and contribute to boosting the Indian economy. The ODOP initiative, particularly in the handicraft sector, holds significant potential to create jobs, enhance skill development, and promote local start-ups. This, in turn, can generate more employment opportunities at the grassroots level and help tackle the problem of job scarcity.
9	Uma Shankar Yadav, Ravindra Tripathi, Gyan Prakash Yadav (June 2022)	Indian Terracotta of Gorakhpur And Bindi (Tikuli) In Balia And Women Artisan In The	The objective of this paper was:1)To study performance of bindi and terracotta artisans their socioeconomic condition.	Based on the study it was seen: 1)The financial condition of the artisans of that village is not satisfactory 2)They depend on the old technologies for their craft making

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		Digital Era	2)To identify problem suffered by craftsmen in pottery & terracotta. 3)To create digital and government-initiated awareness about the craft of terracotta & pottery and its economic value.	3)Young generations are not much interested to carry on their family business because minimum income can possible from this craftwork. 4)They are also lacking in marketing strategies, don't have much idea about online marketing and depend on the local market. 5)Handicraft industry have brought significant change in the lives of women artisans.
10	Uma Shankar Yadav, Dr. Ravindra Tripathi, Dr Gyan Prakash Yadav, Dr. Nivedita Pandey, Mano Ashish Tripathi (June 2022)	One Station One Product (OSOP) Scheme of India in a Digital World: A Comparative Study of OSOP with ODOP with strategies	The objective is to: 1)To study the OSOP in India with reference to traditional handicraft industry of UP. 2)To suggest strategies & approaches for developing OSOP like ODOP.	The one station one product scheme will give a fresh marketing ideology to the researcher and it increases the skill, marketing, promotion, export of products. This will help in income generation, skill enhancement, and entrepreneurial development.

3. Important Concepts Used

ODOP

One District One Product is an initiative, to promote **regional development** by identifying **one unique product** from each district that has **distinctive qualities, traditional value, or market potential**.

Producers

Producer is one that produces; especially one that grows products or manufactures products or someone who supplies goods and services in market. So here, **ODOP producers** are the local registered artisans who manufactures goods & sell it in the market.

Satisfaction

Satisfaction provides the basis for evaluating a reaction to constant factors. Satisfaction is also a_feeling that arises when a product or service meets or surpasses the expectation. It indicates whether they feel positive or negative about product or service. Here, some common factors to measure satisfaction of producers is – Cost Effectiveness, Sales Maximization, Profit Maximization & Ease of Accessibility.

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Marketing

Marketing plays a crucial role in enhancing the visibility, reach, and value of ODOP products. The government and various stakeholders are working together to promote these unique district-specific products through a combination of **traditional, digital, and institutional marketing strategies**.

Digital Marketing

Digital marketing is a tool to promote ODOP products directly to consumers using electronically interactive technologies/tools like emails, websites, online sites/forums, search engines, social media, interactive television ads, mobile communication means etc.

4. Objectives of the Study

Following are the objectives of study:

1) To analyze the **demographic profile** of ODOP producers.
2) To determine the **impact of digital marketing tools** on ODOP producers satisfaction.
3) To identify **which digital marketing tool appeal** most to the ODOP producers.
4) To identify which digital marketing tool **provide effective & efficient application** to promote the business.
5) To identify the **obstacles faced** by the ODOP producers while using digital marketing tools.

Hypothesis

For the proposed study following are the hypotheses:

Hypothesis 01:

H_1: There is significant difference in the satisfaction level related to various digital marketing tools used by **male and female** producers.

Hypothesis 02:

H_1: There is significant difference in the satisfaction level related to various digital marketing tools used by **different age groups** of producers.

Hypothesis 03:

H_1: There is significant difference in the satisfaction level related to various digital marketing tools and **educational level** of producers.

Hypothesis 04:

H_1: There is significant difference in the satisfaction level related to various digital marketing tools and **financial stability** of producers.

Hypothesis 05:

H_1: There is significant difference in the satisfaction level related to various digital marketing tools used **across different regions**.

Hypothesis 06:

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H_1: There is significant difference in the satisfaction level related to various digital marketing tools **across various locations (urban / rural)**.

Hypothesis 07:

H_1: Digital marketing tools have **positive impact** on producers satisfaction level.

- H_{1a}: Digital marketing tools have positive impact on producers satisfaction level with respect to **cost effectiveness**.
- H_{2a}: Digital marketing tools have positive impact on producers satisfaction level with respect to **sales maximization**.
- H_{3a}: Digital marketing tools have positive impact on producers satisfaction level with respect to **profit maximization**.
- H_{4a}: Digital marketing tools have positive impact on producers satisfaction level with respect to **ease of accessibility**.

Hypothesis 08:

H_1: Digital marketing tools have **effective and efficient** use for producers.

5. Research Methodology

5.1 Research Design

This study is expected to fall under the category of **descriptive and analytical in nature**, therefore **quantitative research design** will be used.

5.2 Sources of Data

The research will be based on **primary data supported by secondary data**. The primary data will be collected through **questionnaire followed by interview if needed** and secondary data will be collected through published sources.

5.3 Method of Data Collection

A self-structured questionnaire based on **5-point likert scale** will be developed followed by **multiple-choice questions and open-ended questions**, will be distributed to targeted respondents.

5.4 Sample and Sampling Techniques

5.4.1 Universe: All Producers covered under the scheme of ODOP from Uttar Pradesh districts registered under Government Uttar Pradesh.

5.4.2 Sample size: Cochran's Formula is considered appropriate in situations with large populations.

Necessary sample size = $[(Z\ score)^2 \times Std\ Dev \times (1 - Std\ Dev)]/(margin\ of\ error)^2$

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As we choose a 95% confidence level, then Z score = 1.96 (in social science research 95% confidence level)
Standard deviation = 0.5 (since I haven't yet run the survey, a safe choice will be)
Margin of error (confidence interval) of +/- 5%
$= [(1.96)^2 \times 0.5 \times (1-0.5)] / (0.05)^2$
$= 384.16$
= 385 = (approx.) **400 respondents** = sample size
The respondents will be selected through **Convenience Random sampling** method. Here districts will be chosen randomly based on Convenience.

5.5 Statistical Tools

For the proposed study, parametric or non-parametric tests like correlation, regression, z-test and chi-square will be applied based on nature of collected data and latest version of SPSS software will be used for calculating the results.

6. Expected Outcome

Digital marketing tools will have a moderately positive impact on their satisfaction, especially those that will be user-friendly. Social media platforms like Facebook, Instagram, and WhatsApp Business will be the most appealing due to their accessibility, ease of use, and ability to connect directly with customers. Among these, WhatsApp Business and Facebook Pages will be the most effective and efficient for promoting products and increasing customer engagement. However, producers face significant obstacles, including low digital literacy, poor internet connectivity, language barriers, limited training opportunities, and concerns about data privacy and trust in online transactions, which hinder the optimal use of digital marketing tools.

Chapter Plan

Chapter 1: Introduction
Chapter 2: Literature Review
Chapter 3: Research Methodology
Chapter 4: Data Analysis and Interpretation
Chapter 5: Findings and Suggestions

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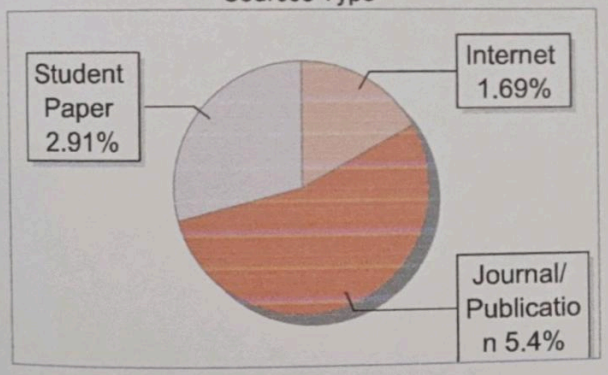

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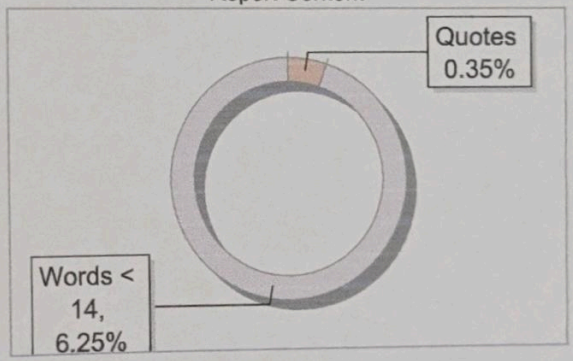

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